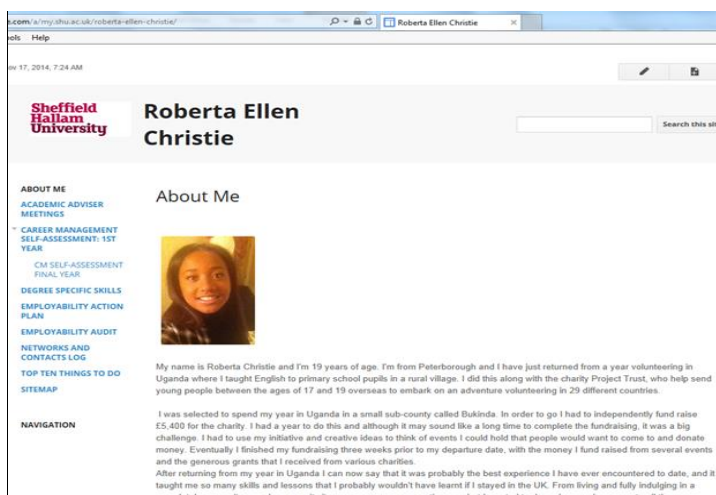


Using the google site, 'MyProfile' to engage English Programme students with PPDP'



What is it?

My Profile is a google site bringing together student, Academic Adviser and all learning experiences. It captures contacts, conversations, decisions and signposting.

It is a developmental tool to enable students to record their employability skills, to identify gaps, and to action plan to enable them to move forward.

It enables editing, consolidated reflection and sharing with staff and employers.

Rationale

- Non-vocational students need PPDP focus across years
- Academic Adviser staff need framework

Operational management

- Site designed with D&S E-learning support
- Trialed on an 'engaged' level 6 student for feedback
- Launched at departmental meetings and Away Day
- Training offered to staff
- Induction week captured 140/170 1st years- supported by staff
- Follow up PPDP in CORE module lecture and computer workshop

What happened? Nice idea but...

- Students did not engage after initial induction and lecture/computer workshop
- *Some* Academic Adviser staff engaged but struggled with technology

Student quotes-

'MyProfile is a bit clunky whereas LinkedIn is really easy.'

'I don't really understand it and I have my own ways of recording my development/progression.'

'It is a good idea in theory but not in practice.'

'MyProfile doesn't seem to draw people in.'

Staff quotes-

'If students aren't engaging with the process, I doubt that the software is the issue.'

'MyProfile is an excellent tool.'

Analysis

- Google site was too many clicks away.
- The benefits of www.linkedin.com are more obvious to students e.g. networking, job-hunting. LinkedIn is easier to use.
- Staff view that student engagement is issue rather software.
- Ethical question of forcing students to have online profile.

Advice and recommendations

- Use existing platforms - swimming with the tide
- Academic Adviser role needs support
- Compromise on developmental issues?
- Linkedin.com has real world currency and university uptake
- Digital Footprint- not ethical to enforce
 - Alternative CV - concurrent option

Examples of LinkedIn profiles

- <https://www.linkedin.com/in/robertachristie>
- <https://www.linkedin.com/pub/sian-hodkin/68/890/298>

To discuss this further please contact Alison McHale or Bob Freeborn in the Humanities Department.